

ARCHITECT'S MARKETING FORUM: *an ongoing dialog on marketing. If you have an idea you are willing to share, send it and we'll share it here.*

SMART CLIENTS: (by Mark English, AIA). In these challenging times, it's heartening as an architect to find that there are clients with long range plans, ready to act. This is, of course, a great time to pick up property and hire architects and builders. For those who don't see the sky falling, opportunities abound. I've been pointing out the possibilities and benefits of moving ahead to clients who have initiated with us, but who are sitting on the sidelines "riding it out".

I just sent a proposal to a potential new client who gets it. Five minutes into the first phone call, I realized the fellow knew what he was doing. In fact, I said "You're one of the smart ones". He understands that the next 18 months will provide him with:

- The lowest property price,
- The lowest contractor costs, and
- The most accelerated bureaucratic review process in recent memory.

To comply with his bargain hunting mindset I'll have to price my agreement aggressively, but I'm happy that there are options out there. Good luck to all of you!

LEED for NEIGHBORHOOD DEVELOPMENT 2009

NOW ACCEPTING PUBLIC COMMENTS: San Francisco's Mayor recently pointed out, "As California goes so goes the nation". And, this is also true of Energy Efficiency standards. LEED for Neighborhood Development is becoming the first "National" energy efficiency standard for Residential Construction. Here in California, after 30 years of energy efficiency and sustainable construction experience with Title 24, and eight years developing the GreenPoint-Rating system we have developed a fairly comprehensive set of interactive standards, but outside the state in many jurisdictions energy conservation is almost a new idea, and there is no "national" standard to follow.

Consequently, USGBC is hoping to provide a single national standard as guidance for green building design and the regulations being hurriedly enacted by local and state jurisdictions outside California. So, in a collaborative effort between USGBC, the *Congress for the New Urbanism*, and the *Natural Resources Defense Council*, the LEED for Neighborhood Development Pilot Rating System, was launched back in July 2007, and to date approximately 240 projects nationwide have been following.

Currently, USGBC is getting ready to issue their first edition of LEED for Neighborhood Development Rating System, and are inviting public comment. From California Architects regarding their new rating system, which fills the same niche as GreenPoint-Rating, and integrates the principles of smart growth, new urbanism and green building as a *national system* for neighborhood design.

EIGHTEEN RESIDENTIAL PROJECTS ALREADY LEED CERTIFIED: To date eighteen projects have been certified nationwide, including the Margarido House built by Mike McDonald which achieved LEED Platinum. Alan toured this house at a USGBC function IN August and it is impressive. The invaluable feedback from such projects, combined with countless hours of USGBC volunteer time, has produced a sophisticated, market-responsive rating system. But, they also need our help and our input. To view the rating system draft and comment, please go the LEED Rating System Drafts webpage listed below. The public comment period will be open from **November 17th through January 5, 2009 at 11:59 PST**. For more information about the LEED for Neighborhood Development program please visit their website.

<http://www.usgbc.org/LEED/LEEDDrafts/RatingSystemVersions.aspx?CMSPageID=1458>

NOTE: LEED for Retail: New Construction and Major Renovations, 2009, and LEED for Retail: Commercial Interiors - 2009 in retail spaces, are also currently open for public comment for 15 days, closing on Thursday November 27th at 11:59 pm CST. Comments can be entered on the website..

DESIGNS USING CERTIFIED TITLE 24 AUTHORS QUALIFY FOR GREEN POINTS:

One of the easiest ways to pick up extra Green Points, under **Section J - Building Performance**, of the Green Point-Rating (GPR) Checklist, is to have your Title 24 documentation authored by Mark English Architects where Alan Hugenot, is a *Certified Energy Plans Examiner* (CEPE).

Many Northern California building departments are now specifically requiring that all Title 24 documentation is to be authored by a CEPE. We can also to review the home's design for maximum efficiency and interaction of the building elements, to identify specific opportunities where measures that exceed Title 24 can be cost effective by modeling the home and by identifying additional green building opportunities for the project. Homes that exceed Title 24 by 15% or more may also be eligible for ENERGY STAR® certification.

KNOWLEDGE IS POWER: Making sure that particular green measures work within the overall design concept and that the combination will satisfy Title 24 energy compliance, while also keeping you apprised of new developments in GREEN DESIGN is a full time job....which we do for you at GREEN COMPLIANCE PLUS...as your own, on call (24/7), Title 24, Green Energy Compliance Experts.

Once we computer model your project for Title 24 compliance (during your preliminary design), our project specific energy analysis based on that model can be tweaked as the design changes and we can point the way to that *Brighter Shade of Green* your clients are seeking.

Give Alan or Mark a call at *Green Compliance Plus* (**415 391-0186**) to discuss your Title 24 documentation needs or any Green Energy Subject.